

**IN THE CLAIMS:**

**Please amend the claims as follows.**

1. (Currently Amended) A method of doing business, comprising:  
  
providing a public-facility electronic ticket control system for communicating with virtual ticket devices through public-facility access points, the virtual ticket devices for storing virtual tickets;  
  
detecting when a virtual ticket device has entered the public-facility area;  
  
downloading into the virtual ticket device an application program for use in connection with the electronic ticket control system; and  
  
transmitting a message from the electronic ticket control system to the virtual ticket device, the message containing information relating to goods available for sale at the public facility.
2. (Original) The method of doing business of claim 1, further comprising the step of receiving in the electronic ticket control system a responsive message relating to goods available for sale at the public facility.
3. (Original) The method of doing business of claim 2, further comprising the step of concluding a sale of goods.

4. (Original) The method of doing business of claim 3, further comprising the step of delivering the purchased goods to the virtual ticket device user.

5. (Original) The method of doing business of claim 4, wherein the delivery of goods is at a specific location in the public facility where the virtual ticket device is located at the time of delivery.

6. (Original) The method of doing business of claim 5, wherein the electronic ticket control system includes a virtual ticket device locator program that determines the specific location within the public facility where the goods should be delivered.

7. (Original) The method of doing business of claim 3, further comprising the step of storing information related to the concluded sale in a database.

8. (Original) The method of doing business of claim 7, wherein the content of the message containing information relating to goods available for sale is determined at least in part by information in the database relating to at least one previously concluded sale.

9. (Original) The method of doing business of claim 8, wherein the information in the database relates to at least one sale previously concluded through the virtual ticket device.

10. (Original) The method of doing business of claim 1, wherein the content of the message containing information relating to goods available for sale is determined at least in part by the admission privileges associated with an electronic ticket stored on the virtual ticket device.

11. (Currently Amended) The method of doing business of claim 1, wherein the downloaded application program includes a user-interface program.

12. (Original) The method of doing business of claim 1, further comprising the step of sending an image representing goods for sale at the public facility to the virtual ticket device.

13. (Previously Presented) A system for selling goods to virtual ticket device users in a public facility, comprising:

an electronic ticket control system;

at least one access point through which the electronic ticket control system may communicate with a virtual ticket device;

a sales database containing information relating to goods for sale at the public facility;

a processor in communication with the sales database containing goods-related information for sending to the virtual ticket device through the at least one access point; and

an application program for downloading to the virtual ticket device and subsequent use in connection with the electronic ticket control system.

14. (Original) The system of claim 13, further comprising a sales control program for directing the processor to generate a goods-related message for transmission.

15. (Original) The system of claim 13 further comprising a virtual ticket device locator program for determining the specific location of a virtual ticket device in the public facility.

16. (Previously Presented) The system of claim 13, wherein the application program comprises a user-interface program for use in connection with the purchase of public-facility goods.

17. (Original) The system of claim 13, further comprising an image file database containing electronic image data relating to public facility goods for transmitting to a virtual ticket device.

18. (Currently Amended) A method of doing business, comprising:

providing a public-facility electronic ticket control system for communicating with virtual ticket devices through public-facility access points, the virtual ticket devices for storing virtual tickets;

detecting when a virtual ticket device has entered the public-facility area;

downloading into the virtual ticket device an application program for use in connection with the electronic ticket control system; and

transmitting a message from the electronic ticket control system to the virtual ticket device, the message containing information relating to goods available for sale at the public facility, and wherein the step of transmitting a message transmits a message in response to an occurrence at the event and the goods offered for sale are specifically related to the occurrence.

19. (Previously Presented) The method of doing business of claim 1, further comprising the step of identifying a group of virtual ticket devices having virtual tickets with a shared characteristic, wherein the message containing information relating to goods available for sale is transmitted to the identified group of virtual ticket devices.

20. (Previously Presented) The method of doing business of claim 1, further comprising the step of identifying a group of virtual ticket devices having virtual tickets with a shared characteristic, wherein the content of the message containing information relating to goods available for sale is determined at least in part by information relating to the shared characteristic.